



SHELL
OIL
COMPANY

CUSTOMER SERVICE DEPARTMENT,
P.O. BOX 290, TULSA, OKLAHOMA 74102.

FROM THE DESK OF W. H. COTHERN

MEMO TO: T. H. Nelson

Because you are one of Shell's better Credit Card Customers, you are invited to try the "Selected Buy" Aircastle 8-Band Portable Radio -- in the comfort of your own home for 30 days without spending a penny.

Shopping by mail can really help stretch those Nelson dollars and this international short-wave radio represents good value. It has already proven popular with thousands of other Shell Credit Card holders.

We would like you to listen to this Aircastle 8-Band radio for 30 days at 458 West 20th Street. There is no obligation. Then if you decide to keep it, you can pay for it in monthly installments, on your Shell account. So please read the accompanying brochure carefully. It details the special features of this "Boredom Proof" portable radio.

To get your Free Home Trial, simply sign the postage paid reply card at the bottom of this letter and drop it in the nearest mailbox. That's all there is to it. You do not need to send any money.

We hope you will continue to use Shell's fine products and patronize your local Shell dealer in New York -- or wherever you may travel.

Thank you for trading with Shell.

Customer Service Manager

SHELL 30-DAY FREE HOME TRIAL CERTIFICATE

To order, sign certificate and mail. Postage is paid. Card is filled out and addressed.

☒ **YES!** Please send me one (if more than one, indicate total _____) 8-Band Aircastle Radio for a 30-day home trial. If I decide to keep it, bill my Shell account later for \$6.99* a month for 10 months...total \$69.90* for each Radio ordered. See statement on FINANCE CHARGES, on the back page of the enclosed brochure.

☐ I prefer to pay for this merchandise in one payment.

If I am dissatisfied, Shell guarantees that I may return the Radio(s) within 30 days of receipt and pay nothing.

Shell Credit Card No. 751-107-921

Signature _____

T. H. Nelson
458 West 20th Street
New York, New York 10011

*Plus local taxes, if any, and a \$3.00 handling and shipping charge.
Offer expires Oct. 31, 1971.

BUSINESS REPLY MAIL

No Postage Stamp Necessary
if Mailed in the United States

Postage will be paid by:

Shell Special Order Station

P.O. Box 290

Tulsa, Oklahoma 74102

FIRST CLASS
Permit No. 6124
New York, N.Y.

A Specially "Selected Buy" for Shell Credit Card holders only!

THE "BOREDOM PROOF" RADIO

Note P7A



Try it for 30 days—without spending a penny!

This endlessly entertaining 8-band Aircastle Portable Radio is yours to keep for only \$6.99* a month for 10 months — \$69.90* total on your Shell account. (See FINANCE CHARGE Statement, back page.)

*Plus local taxes, if any, and \$3.00 shipping and handling charges.

The simple secret behind the "Boredom Proof" Radio is INEXHAUSTIBLE VARIETY

The Aircastle Portable has 8 distinctive bands. It pulls in International Shortwave—AM/FM—Marine Band—Police and Fire Department—Aircraft and Ham Radio Broadcasts.

Result? You can practically become a *different person* by listening to it.

You can develop new interests—come to appre-

ciate different life-styles—get introduced to new hobbies—become fascinated by "new" sports or music, fresh views of science, politics, social problems or the theater. You might even start on a new language—like Swedish, French or Hindustani!

And, of course, you'll meet "interesting" new people—practically every time you turn the dial.



Attend a rock festival. Turn on the grooviest sound on AM or FM—Joan Baez, Big Brother & The Holding Company, Aretha Franklin, The Grateful Dead, Jefferson Airplane and dozens more. Change your mood by turning the dial.



Become a news expert. Become the best informed person in your circle of friends—by *listening*. Get the popular commentators on AM, the farther-out ones on FM, then switch to International Shortwave and see what BBC has to say.



"Coach" a dozen sports. The "Boredom Proof" Radio is *powerful*. Pull in stations and games you probably couldn't get on smaller sets. Add international sports like rugby and soccer to your roster. And what about bullfighting?



Enjoy Bach, opera, ballet, poetry. FM is a different world of listening. Enjoy static-free concerts. Get a "box" at the opera, seats on the aisle to great plays. Hear poets read their own works. FM could make a culture nut of you.



Join the police force. Follow the fight against *real* crime from your armchair. Hear what they're saying in the prowls cars and at headquarters on two police bands. This can be twice as much fun as a hum-drum drama on TV.



Follow fire engines. The PS1 and PS2 bands on your radio, in effect, make you an "honorary fire chief." You get dramatic inside reports on fires you ordinarily read about in newspapers or see on TV newscasts.



Fly the new 747's. Pick up the talk of pilots with control towers, if you live near an airport. Then see if you can tune in on truckers' and cab drivers' conversations. Your PS1 and PS2 channels are port-holes for watching life parade by.



Run away to sea. The Marine Band makes you an "old salt." It can pull in fishing boats, pleasure craft, the Coast Guard. You can find out firsthand how the big ones are biting—or when a big blow is shaping up.



Visit Acapulco tonight. Dance to the world's "hottest" Latin music. Or attend the London theater—and take in a great classic or something shockingly "mod." Two Shortwave Bands bring you the best in international listening.



Slip behind the Iron Curtain. Pick up radio Moscow, Warsaw, or Belgrade. Listen to *their* propaganda—then hear what we're saying by switching to Voice of America. And what about the Bamboo Curtain? See if you pull in Peking or Hanoi.



Join a safari. Go "station hunting" on your International Shortwave Bands. One night you may bring in Stockholm—crisp and clear. The next, you may find yourself in Capetown or Kenya. (Take along your pith helmet.)



Eavesdrop on ham radio operators. They're practically everywhere from the Arctic to the Tropics. See how far north you can go—then south. What do those fellows talk about all the time anyhow? Find out—and amaze your friends.

You can practically wear yourself out checking the 20 quality features of the "Boredom Proof" Radio



Your Aircastle Radio is really portable. Powerful though it is, this set measures just 12½" x 9¾" x 4½"—smaller than many attaché cases. And it weighs less than 12 pounds. The flip-lid with world map closes to form a protective cover for the instrument panel. You can take this boredom protection along with you anywhere.

Flip lid with world map and—every area marked off in its own numbered "time zone."

Giant "Dual Antennae" System. Each retractable antenna soars over 3 feet above table level—swivels in all 4 directions. For long-range pull.

Unusual "Time Converter" Dial. Enables you instantly to tell what time it is anywhere else in the world.

Night-light. A touch of the finger illuminates dial for easy tuning at night or in dim light.

Color-Coded Dial. For easy-to-read convenience and simplicity.

Slide-Rule Dial. Electronic fine-tuning band-spread makes hairline adjustments for that "big difference" in reception.

Squelch Dial. Helps eliminate background noise from police, aircraft, cab and trucker broadcasts.

Band Selector Dial. You can change from AM to Shortwave—instantly.

Battery Chamber. Set runs on just 4 economical "D" type batteries—available in your neighborhood stores.

Fine-Tuning Dial. Quickly "separates" close-together Short-wave stations for clear-as-a-bell reception.

Temperature Compensator. Special thermistor component keeps radio operating at widest range of temperatures.

High-Impact "Shock-Cushioned" Body. Resists shock at the same time it's outstandingly handsome.

Powerful Speaker. Extra-large 6" oval speaker produces outstandingly "alive" sound.

Solid State. Any band you switch on starts playing immediately. No wait for warm-up. No heat buildup.

Set of Earphones. Enables you to listen in complete privacy.

Automatic Frequency Control. AFC locks in FM stations so they stay tuned in—without drift.

A.N.L. Button. Automatic Noise Limiter to help "clear the international airwaves of static."

Battery-Strength Window. Gives you instant reading on battery-power level.

Tuning Meter allows dead-center tuning with maximum ease.



INCLUDED AT NO EXTRA COST WITH YOUR "BOREDOM PROOF" RADIO



This impressive earphone set can *double* the fun and usefulness of your Aircastle 8-band. It enables you to listen at any time—without disturbing anyone in the room with you. These lightweight, cushioned earphones are adjustable for any size head. (Everyone in your family can use them.) They are so comfortable you can wear them for *hours* at a time while roaming the world's airwaves.



Your 8-band Aircastle Radio is ready to use *instantly* the moment you receive it. A full complement of 4 "D" type batteries comes with your set.



A built-in six-foot line cord lets you use household current as well as batteries. By plugging the set in at home, you can multiply the life of your batteries.

FREE 30-DAY HOME TRIAL OFFER!

As a valued Shell customer, you're invited to use the "boredom proof" Aircastle Radio in your home for 30 days—without spending a penny.

Enjoy it—use it as your own property—lend it to other members of your family. *Then* make your decision.

If you decide to keep the set, it's yours permanently for only \$6.99* a month for 10 months—\$69.90* total on your Shell account. (See FINANCE CHARGE Statement, on this page.) If you wish to return it, you are free to do so and pay nothing whatever. "Give it as a Gift!" The "Boredom Proof" Radio makes an unforgettable gift—for birthdays, holidays, and special occasions. And you'll have months to pay.

**How to get
your Free Home Trial**
It couldn't be easier!

The enclosed card is postage paid—and already addressed.

All you have to do is fill it in and drop it in a mailbox.

So order now. Mail the card today!

(If you wish to order extra 8-band portable Aircastle Radios for gifts, just indicate the total number you want in the appropriate space on the reply card.)

Shell's Guarantee

You must be completely satisfied with the portable 8-band Aircastle Radio you order for a 30-day home trial through this special offer. If not, Shell guarantees that you may return it within 30 days and pay nothing. As a valued Shell customer, you take absolutely no risk.



STATEMENT ON FINANCE CHARGES GOOD NEWS!

NO FINANCE CHARGES
on Shell "Selected Buys"
when payments are made on time!

The monthly payments on this "Selected Buy" merchandise will be billed on your regular Shell account. There is **NO FINANCE CHARGE** on these installments. However, if an installment remains unpaid for 55 days from its original billing date, a **FINANCE CHARGE** will be imposed on the past due balance—after applying any payments or credits to date and excluding any unpaid **FINANCE CHARGE**.

The **FINANCE CHARGE** imposed for such late payments in most states is imposed at the periodic rate of 1½% per month on balances of less than \$400. (Exceptions are: 1% in Arizona, Hawaii, Pennsylvania, South Caro-

lina, Washington and Wisconsin; and 5/6th of 1% in Arkansas.) On balances of \$400 or more, the periodic rate is ¾ of 1% per month in all states. The corresponding **ANNUAL PERCENTAGE RATE** on past due balances is 18% in most states on balances of less than \$400. (The exceptions are Arizona, Hawaii, Pennsylvania, South Carolina, Washington and Wisconsin where it is 12%; and Arkansas where it is 10%.) On past due balances of \$400 or more, it is 9% in all states.

But remember, there are **NO FINANCE CHARGES** when "Selected Buy" payments are made at the proper times!

...s, if any, and \$3.00 shipping and handling charges.